

## Document Citation

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LTN  
Inwood

Dear Exhibitor:

Walt Disney's animated masterpiece **FANTASIA** is back and better than ever for its spectacular 50th anniversary engagement. For the past 2-1/2 years, the industry's top technicians have worked painstakingly to restore this beloved classic to a level of excellence with picture and sound quality which, combined with the technology of 1990, will be even more impressive than the 1940 original. Proclaimed as "the ultimate in sight and sound" upon its original release, **FANTASIA** in its restored version can astound new generations of moviegoers.

Visually, **FANTASIA** will dazzle audiences with its vibrant colors, imaginative animation and stunning effects. For the first time since the early 1940's the original nitrate negative is being used to strike new prints. Every frame of that negative has been hand-cleaned one at a time with microsurgery performed to remove particles of dirt. With state-of-the-art lenses and improved film stock, audiences will see subtleties of animation and richer colors than was ever possible before.

In its newly restored version, audiophiles will hear the legendary Leopold Stokowsky original orchestrations brilliantly performed by the Philadelphia Orchestra with a clarity and intensity possible only through modern technology. The original soundtracks were carefully remixed expressly for this release to preserve the film's original and innovative multi-speaker "Fantasound" experience in 4-track Dolby Stereo. The result is a dramatically improved soundtrack.

You've never seen **FANTASIA** until you've seen this magnificently restored print.

Our publicity and promotion departments will be supporting this release with the kind of company-wide efforts that helped make "Snow White and the Seven Dwarfs" such a huge success in 1987 on its 50th anniversary. TV specials and personal appearances are part of the plan.



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Please take special note of the "Technical Presentation Requirements" for exhibiting **FANTASIA** enclosed. We will only be using classic theatrical prints and will only license theatres that meet these technical criteria. Please check with your head projectionist and technical adviser to ensure that you can properly exhibit **FANTASIA** before you make your offer. The technical precision in producing these prints precludes us from any exceptions to these requirements.

Bring the magic of music and Disney animation at its absolute finest to your theatre this October with the 50th anniversary limited engagement of Walt Disney's **FANTASIA**.

INSTRUCTIONS - REQUEST FOR OFFER

MAILING AND OPENING:

Please complete and sign the enclosed Request for Offer and return it as follows:

If bids are being sent REGULAR MAIL, address them:

350 South Buena Vista Street  
Burbank, California 91521  
ATTN: Bidding Department  
2400 Tower Building

If bids are delivered by an OVERNIGHT SERVICE (E.G. EXPRESS MAIL, FEDERAL EXPRESS) OR HAND DELIVERED, address them:

3900 West Alameda Avenue  
Burbank, California 91521-0021  
ATTN: Bidding Department, Suite 2400  
Telecopier Number: (818) 563-4456

The Request for Offer must be received on or before the Due Date on the Request for Offer. A special self-addressed envelope is enclosed for return by regular mail. Offers returned in these envelopes will not be opened until 9:00 A.M. Pacific time on the first business day following the Due Date.

INSPECTION:

Any Exhibitor who has made an offer, or the Exhibitor's authorized representative, may be present at the bid opening at 3900 West Alameda Avenue, Burbank, California, 91521-0021, Suite 2400 and may inspect all other offers. If you wish to be present at the bid opening or to inspect offers, please call (818) 567-5028 or (800) 247-4887 (extension 5028) to arrange for admittance. After exercising this right of inspection, an Exhibitor may not then withdraw an offer.

Accepted offers may be inspected at the bid opening location during business hours by an Exhibitor, or authorized representative, whose offer has been rejected, within 14 days of the date of rejection letter.

Any person wishing to inspect offers must present, or have on file at the office where the inspection is to take place, a letter from Exhibitor authorizing that person to inspect or must present a form of identification sufficient to establish that the person is the Exhibitor, or is an employee of the Exhibitor.

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Alabama	New Mexico (W. Div.)
Georgia	Oregon
Idaho	Tennessee
Kansas (Except Greater Kansas City)	Utah
Montana	Wisconsin
	Unregulated States

Rev. 3/90



## 35MM TECHNICAL PRESENTATION REQUIREMENTS FOR WALT DISNEY'S FANTASIA

The 35MM release prints for Walt Disney's **FANTASIA** are special. The SMPTE classification for these prints is "Style C" - Classic Theatrical Prints, with a projected image aspect ratio of 1.37:1.\*

In order to exhibit this feature, Buena Vista Pictures Distribution, Inc. requires all theatres to have the following technical capabilities to present these Classic Theatrical Prints of **FANTASIA** correctly. Failure to comply with the following standards is grounds for immediate termination of the engagement and recovery of the print by Buena Vista:

1. **Aperture plate:**

All projectors must have aperture plates cut to accommodate the 1.37:1 image area (.602" high x .825" wide).

2. **Stereo sound:**

All theatres must be equipped properly to reproduce standard 35MM stereo variable-optical soundtracks.

3. **Projection lens focal length:**

If you do not have adjustable top masking, you will need a new prime lens in order to fill the available screen height.

If you have adjustable top masking, it is **still** preferable to get a new prime lens so that you can fill the maximum screen height.

If you have adjustable top masking, the prime lens portion of a Cinemascope lens assembly may be used.

If you own older lenses for the Classic Theatrical Print format (1.37:1), the quality of such lenses is most likely not up to contemporary standards for sharpness and contrast. Such lenses must be examined by a qualified technician before they are used, and meet a minimum standard of 68 horizontal and vertical line pairs/mm of the targets of the 35-PA test film visible at center, 48 line pairs/mm at the edges. The focus should not drift with time or temperature.

4. **Movable masking:**

All screens must have movable side masking that adjusts to properly mask the projected image.

Side masking must be adjustable to accommodate the projected image area for the 1.37:1 format. If it covers the left and right speakers in this position, the masking **must** be acoustically transparent. Contact your local equipment dealer for details about installing acoustically transparent masking.

\* Reference: ANSI PH22.195-1984



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**I M P O R T A N T !!!**

**ATTENTION EXHIBITORS:**  
**PLEASE CAREFULLY READ THIS PAGE!**

**YOUR OFFER WILL NOT BE CONSIDERED UNLESS  
YOU ACCEPT THIS SCREEN ADVERTISING POLICY**

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**BUENA VISTA SCREEN ADVERTISING POLICY**

Buena Vista's Theatrical Exhibition License Agreement form (paragraph 6) provides for revocation of the exhibition license at Buena Vista's sole discretion "if the Picture is or will be exhibited with a motion picture, trailer, advertising material or other material disapproved by Distributor for any reason."

Effective with all releases on or after March 23, 1990, Buena Vista will not allow screen advertising with its pictures.

Screen advertising includes commercials for goods or services projected on the screen in the same theatre auditorium where a Buena Vista picture is exhibited. This definition of prohibited screen advertising excludes only trailers for theatrical motion pictures, slides projected during intermission, and if approved in advance by Buena Vista, advertisements for charitable purposes, such as Will Rogers Foundation.

An exhibitor with a pre-existing binding agreement committing it to exhibit screen advertising on all of its screens, each and every performance, will be allowed to do so only if all of the following conditions are satisfied:

1. The agreement was executed prior to February 2, 1990;
2. The agreement provides the exhibitor with no alternative but to exhibit screen advertising with a Buena Vista picture (For example, if payment for the screen advertisement is based upon the number of patrons attending a complex rather than a requirement that it be exhibited on all screens and at all shows, no screen advertising would be allowed with Buena Vista's picture.);
3. The exhibitor agrees not to extend the agreement beyond its minimum term or to renew the agreement or to enter into any new agreement to exhibit screen advertising with a Buena Vista picture;
4. Exhibitor agrees to furnish Buena Vista with a copy of the screen advertising agreement, upon Buena Vista's request.

Buena Vista requests that you use your best efforts to negotiate release from your commitment to exhibit screen advertising with Buena Vista pictures.

**IN ORDER FOR YOUR BID TO BE CONSIDERED YOU MUST EXPRESSLY ACCEPT,  
WITHIN YOUR OFFER, BUENA VISTA'S SCREEN ADVERTISING POLICY.**

**Regarding "FANTASIA" bid solicitation**

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Please take extra precautions to make certain you are not bidding "FANTASIA" on a screen(s) you have previously been awarded one of our (or any other company's) picture(s).

## RIDER

### PROMOTIONAL CAMPAIGN

The 50th Anniversary of Walt Disney's FANTASIA offers a unique opportunity for you to demonstrate showmanship to enrich both you and your audience with a genuine entertainment event.

The Disney marketeers are mounting superb promotional plans with substantial national and local advertising to herald the return of FANTASIA, rejuvenated, enhanced and in its original format. We are trying to make it a "must see" film event of the Fall.

We do not expect to be alone in our efforts. One secret of FANTASIA's success always has been the indispensable role of each exhibitor in creating a special event around the opening of this masterpiece in each community.

#### TO BE SUBMITTED WITH YOUR OFFER:

As an important part of our evaluation of offers for FANTASIA, we are requesting each theatre to propose a marketing and promotional campaign for its engagement. In making your campaign proposal, we suggest you consider the following:

1. Group sales - see special minimum per capita royalty exclusion.
2. School and university music and art departments
3. Radio promotions
4. Community orchestra/symphony/ballet organizations
5. Art galleries
6. Clubs
7. Music stores
8. Stereo equipment outlets
9. Mailings

In addition, do not forget the 50th Anniversary Commemorative Program (description and order form enclosed). It can be a potent promotional tool.

We are excited to hear your proposal. Be sure to include it in as much detail as possible with your offer!





REQUEST FOR OFFER

Buena Vista Pictures Distribution, Inc., ("Distributor") invites the theatres on the list attached or previously furnished to submit offers to license:

PICTURE: "FANTASIA"

AVAILABILITY DATE: OCTOBER 5, 1990

AREA: CORE AREA (DALLAS, TX)

RUN: EXCLUSIVE FIRST EXHIBITION

Distributor reserves the rights, without rebidding: to accept an opening date other than availability date; to change availability date; and, to reject any offer for any reason. Distributor further reserves the rights, without rebidding, to license the Picture for exhibition at substitute or additional screen(s) or theatre(s) not cleared or at fewer than all daily shows; however, unless so licensed otherwise, Picture must be exhibited only at the theatre and screen licensed and at all shows daily from box office opening to closing. Distributor may cancel an award made by administrative error or if the release of the Picture or availability date is cancelled; Distributor shall not be liable for resulting damages, including lost profits, if any.

EXHIBITOR'S OFFER (SEE ATTACHED RIDER)

Offers which do not include the following terms and information may not be considered.

Form with fields for THEATRE NAME, CAPACITY, OPENING DATE, MINIMUM PLAYING TIME, NUMBER OF SHOWS DAILY, PERCENTAGE TERMS, GUARANTEE, ADVANCE, HOLDOVER TERMS, EXHIBITOR AGREES TO (Minimum Per Capita Royalty, Screen Advertising Policy), and CLEARANCE REQUESTED, IF ANY.

Acceptance of your offer will create a contract between us consisting of the terms of your offer and the provisions of our customary form of Theatrical Exhibition License Agreement.

Form for THEATRE'S INTENDED ADMISSION PRICES with columns for MAT., EVE., SAT., SUN., HOLIDAY, BARGAIN DAY and rows for CHILD, STUDENT, ADULT, SENIOR CITIZEN, OTHER.

In order to be considered, offers must be received by 4:30 P.M. at the address listed on the attached instructions on or before

AUG 23 1990

DUE DATE

Please see attached instructions regarding mailing, opening and inspection of bids and for trade screening information, if applicable.

Exhibitor: \_\_\_\_\_ (INDIVIDUAL-CORPORATION-PARTNERSHIP (CIRCLE ONE))

By: \_\_\_\_\_ (PROPRIETOR-CORPORATE OFFICER-PARTNER-BUYING AGENT (CIRCLE ONE))

BUENA VISTA PICTURES  
PRESENTS  
"WALT DISNEY'S FANTASIA"

THE FOLLOWING SUGGESTED MINIMUM TERMS ARE ADVISED:

SIX (6) WEEKS (MINIMUM AND MAXIMUM) TO OPEN OCTOBER 5, 1990.  
90/10 VERSUS ACCEPTABLE HOUSE ALLOWANCE WITH THE  
FOLLOWING MINIMUMS:

1ST WEEK:	70%
2ND WEEK:	70%
3RD WEEK:	60%
4TH WEEK:	50%
5TH WEEK:	40%
6TH WEEK:	40%

**-- IMPORTANT --**

The key to **FANTASIA** is Presentation and Promotion.

1. No offer will be considered unless the offer includes a statement that **FANTASIA** will be exhibited, at all times, in strict conformance with the enclosed "Technical Presentation Requirements".
2. Enclosed in this "Bid Packet" are a few suggestions for promoting **FANTASIA**. **ONE OF THE MOST IMPORTANT CONSIDERATIONS IN OUR EVALUATION OF YOUR OFFER WILL BE A STATEMENT OF WHAT YOU AND YOUR THEATRE WILL DO TO PROMOTE AND PUBLICIZE THE PICTURE. WHILE WE WILL UNDERTAKE A VERY SPECIAL PROGRAM OF OUR OWN, WE BELIEVE ULTIMATELY YOUR EFFORTS WILL BE KEY. IF YOU WANT TO RECEIVE SERIOUS CONSIDERATION INCLUDE, IN YOUR OFFER, WHAT YOU WILL DO.**
3. No offer will be considered without the above minimum terms.
4. No offer will be considered for more than 6 weeks.
5. No guarantees will be accepted for **FANTASIA**. If your offer includes a guarantee, we will not use it in our evaluation nor will we award your offer with any guarantee as part of the contract.

Our REQUEST FOR OFFER form contains a provision advising us of the number of shows daily. The running time for "FANTASIA" is approximately 117 minutes. Failure to respond subjects you to the risk that your bid cannot be considered. If your theatre is awarded "FANTASIA" this is to advise you that no pre-emptions will be permitted and we require "FANTASIA" to be shown at each performance from theatre opening until closing on each day.

**WE BELIEVE GROUP SALES TO BE OF MAJOR SIGNIFICANCE IN CONTRIBUTING TO THE SUCCESS OF FANTASIA. THEREFORE, WE WILL EXCLUDE FROM PER CAPITA ALL SPECIAL FANTASIA GROUP SALES WHICH ARE SEPARATE FROM ANY EXISTING DISCOUNT TICKET PROGRAMS. FOR THIS PURPOSE, OUR DEFINITION OF "GROUP" IS 15 OR MORE.**

**REQUIRED TERMS: MINIMUM PER CAPITA ROYALTY REQUIREMENT MUST BE EXPRESSLY AGREED IN BID**

Exhibitor shall pay as a License Fee the greater of: (a) applicable percentage terms multiplied by Gross Receipts for each patron classification, or (b) a Minimum Per Capita Royalty computed by multiplying the applicable percentage terms by the following amounts per patron:

Children (at all times)	\$ <u>3.00</u>
Senior Citizens (at all times)	\$ <u>3.00</u>
All Other Patrons	
Matinees	\$ <u>3.00</u>
Evening	\$ <u>5.00</u>
Bargain Day	\$ <u>2.50</u>

**MINIMUM PER CAPITA ROYALTY DEFINITIONS AND RESTRICTIONS:**

"Children" are patrons 12 years old and younger, except babies in arms.

The Senior Citizen amount will apply only if Theatre has senior citizen admission category.

"Matinee" means shows commencing before 6:00 P.M.

"Evening" means shows commencing between 6:00 P.M. and closing.

The Bargain Day amount shall apply only if Theatre has special admission day and only on one day per week, excluding Friday, Saturday, and Sunday. The number of patrons recognized by Distributor for each show on this day for purposes of Minimum Per Capita Royalty computation shall not exceed theatre capacity.

Admission Taxes: From the Minimum Per Capita Royalty otherwise due, Theatre may deduct an amount determined by multiplying the admission tax per patron by the applicable percentage terms if the admission tax is imposed upon the patron, printed on the ticket, and remitted by the exhibitor to a taxing authority.

## 50TH ANNIVERSARY COMMEMORATIVE PROGRAM

Patrons attending the original 1940 release of FANTASIA bought thousands of FANTASIA souvenir programs. It was a part of the event then and it will be part of the event now. In the tradition of the original 1940 opening of this masterpiece, Buena Vista is making available souvenir concert-style programs for you to sell to your 1990 FANTASIA patrons.

These 50th Anniversary Commemorative Programs will enhance the "event" status of this golden anniversary classic reissue. You can market these programs just as symphony and ballet companies sell souvenir programs. They will enhance the "class" of the classiest film of this year, or any year. The 32-page collectible program is printed on the highest-quality gloss paper stock. It measures over 13 by 11 inches. Every page has full color photographs. The program is chock full of behind the scenes information, the full history of the evolution of FANTASIA, and complete segment-by-segment synopses. Eight full page photographs depict each of the musical pieces.

We are making these programs available to licensees of FANTASIA at only \$3.50 each, our approximate cost. At the ballet or symphony, this type of program sells for \$12 to \$15. Of course, the retail price for the 50th Anniversary Commemorative Program is up to you. We urge you to take advantage of this opportunity to maximize the experience for your patrons and additional concession income for you. We are not making any profit in selling you these programs, but are convinced that they should be an integral part of and will enhance the total extravaganza which is the 50th anniversary of FANTASIA.

Please complete and return the enclosed order form with your bid. It will be binding only if FANTASIA is awarded to your theatre and will then become a part of the bid award contract. Sorry, no returns. Payment for the programs will be due ten days after delivery to your theatre.

Make the event of FANTASIA even more memorable - buy the 50th anniversary commemorative programs!

**"FANTASIA" 50TH ANNIVERSARY  
COMMEMORATIVE PROGRAM**

**ORDER FORM**

THEATRE/TOWN: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

SHIPPING ADDRESS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DIRECT PHONE: (      ) \_\_\_\_\_

BUSINESS HOURS: \_\_\_\_\_

NUMBER OF PROGRAMS: \_\_\_\_\_ x \$3.50 each

*(No Returns)*

**TOTAL ORDER:** \$  \*

**PAYMENT DUE 10 DAYS AFTER RECEIPT OF PROGRAMS  
MAKE CHECKS PAYABLE TO :**

**BUENA VISTA PICTURES DISTRIBUTION**  
*c/o LYLLE BREIER*  
**3900 WEST ALAMEDA AVENUE**  
**SUITE 2404**  
**BURBANK, CA 91521-0021**  
**(818) 567-5007**

\* Order binding only upon licensing of "FANTASIA" to Theatre.

DALLAS BRANCH

CORE AREA (DALLAS, TX.)

OWNER OR AGENT

THEATRE

Mr. Scott Robb  
UACI  
1900 S. Central Expressway  
Dallas, TX 75215

UA CINE I & II  
UA SKILLMAN 1-6  
UNITED ARTIST PLAZA

cc: Mr. Terry McIntire  
same address

Mr. Gary Golden  
GCC Theatres, Inc.  
12377 Merit Dr., #220  
Dallas, TX 75251

NORTHPARK WEST 1&2  
NORTHPARK EAST 3&4  
CARUTH PLAZA 1-3

Mr. Frank Welton  
Loews Theatres  
400 Plaza Drive  
Secaucus, NJ 07094

PARK CENTRAL 1-4

Mr. Gene Goodman  
AMC Film Marketing  
8144 Walnut Hill Lane  
Suite 400, LB 102  
Dallas, TX 75231

HIGHLAND PRK. 1-4  
GLEN LAKES EIGHT  
" "

Lakewood Theatres  
c/o Mr. Mychael Solgerg  
5557 Martel  
Dallas, TX 75206

LAKWOOD

Ms. Jan Klingelhofer  
Landmark Theatre Corp.  
2600 Tenth St., 4th Fl.  
Berkeley, CA 94710

INWOOD 1-3

Mr. Ken Stults  
2155 Aloma Avenue  
Winter Park, FL 32789

GRANADA CN.N.DRAFTHOUSE

**Buena Vista Pictures Distribution, Inc.  
Competitive Bidding Department**

350 South Buena Vista Street  
Burbank, California 91521

**BID ENCLOSED**

DATE DUE: AUG 23 1990

PICTURE: FANTASIA

BF-255